



How Glandular Harmony *came to the Kingdom of Digestion*

*“Now Good Digestion
Waits on Appetite,
and Health on Both”*

—SHAKESPEARE

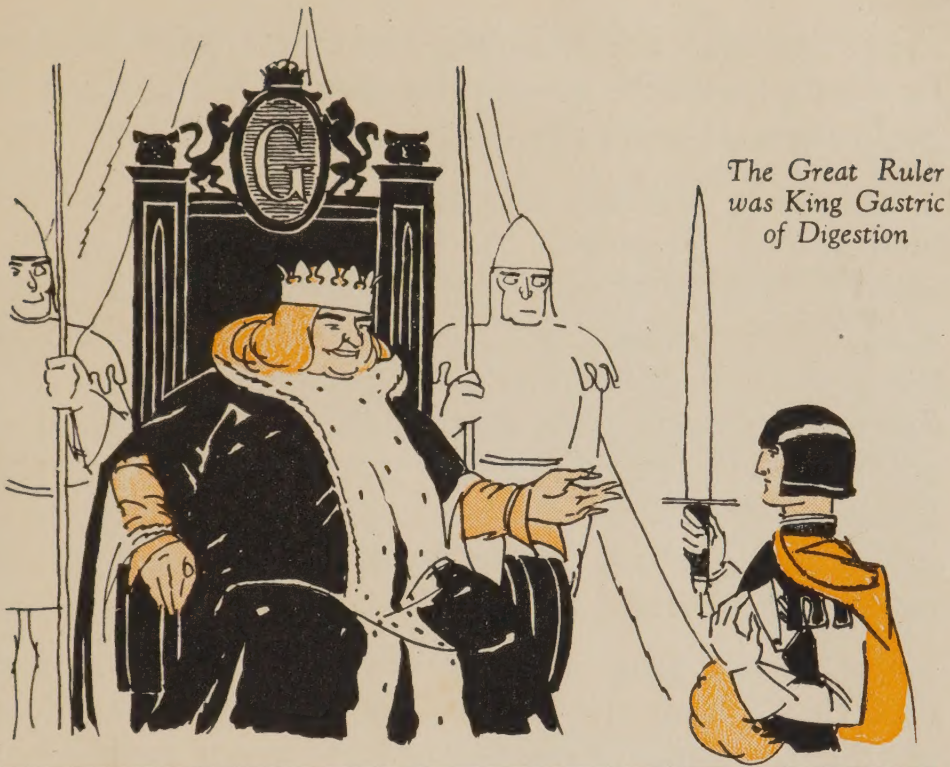
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How Glandular Harmony Came to the Kingdom of Digestion

Now it so happened that there had been great feasting in the land of Digestion, a kingdom composed of many little provinces that lay along the Alimentary Tract.

It was a gala day in all the lands because Prince Appetite had returned from his wayward wanderings. And with him he did bring a captive princess, a beautiful woman with all the graces of nobility and the dangers of deep water.

Yea, even the wisest of people, Conscience, the counsellor of the great court, wisest of all men, but the weakest of all orators, did but see the beauty of this fair maiden, who was none other than Effect from Excess, in the land of Overdone.

Appetite was the honored hero, not only because he was a favourite among the people, but because he had returned with the captive, Princess Effect.

Thus spake Gastric, the king: "Bring unto me my son, Prince Appetite. He has returned and whomsoever returneth with glory shall be feasted. Aye, and greetings have been sent me with the compliments of our good outside messenger, Senses, that Appetite brings back with him many desires and ambitions. Care not I for Effect, the captive, Princess Effect from Excess in the land of Overdone, but bring unto me my Appetite and make feast to appease our returned desires."

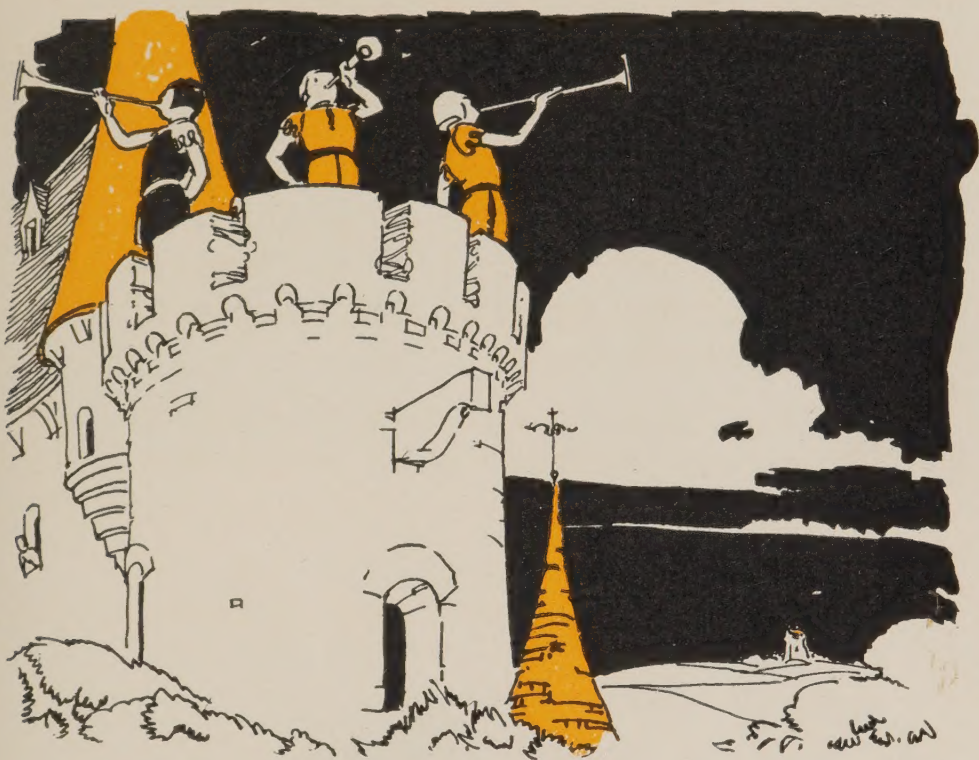
So spake the king, and the royal proclamation was sent throughout the land that all should feast. And, within the hour, Prince Appetite went before the court.

There before the king, his father, he received the



He had returned with the captive princess

laurels becoming to a conqueror. He fallaciously told of narrow escapes and gallant sword play, and fighting with the giants of Overdone who were slain by his hand. With all the unexpected glory



It was decreed that all should feast

heaped upon him by the home town folks, even a prince could not tell the whole truth.

So it came to pass that the feast was prepared, and all the subjects dined and drank from the early hours of the morning until dead of night. It was even so that many fell asleep with their noses still dipped into the wine goblet.

Thus did all finally seek rest save King Gastric. About the castle halls he hurried hither and yon. Servants cringed beneath his lash. Attendants twiddled with the serpentine only to do nothing in their hurry. Serfs tried to clean up the remnants of the day's riot but there was too much, and the fear

of the whip made them to gibber, rattle and scrape, each undoing what the others had done. One long-feeble master in the royal house, Appendix, broke under the strain. He was removed and forgotten.

No one had given much consideration to Effect and she was left to her own diversion. Once Conscience thought that he caught a wry smile from behind her veil, but yea, even probable, 'twas the wine that corrupted his eyesight.

In one of her promenades she chanced to run upon Prince Salivary Glands, who was standing upon the parapet of the draw bridge tower spitting into the moat.



All the subjects dined and drank

Prince Salivary Glands was a drooling chap. He was nervous and would jump at every little sound, especially did it suggest food. He was often the victim of his own brain and would fidget around like a paranoiac when he thought of eating. He had come



The princess smiled upon the youth

from the district of Oral Cavity, far up the Alimentary Tract, where he ruled over Saliva.

It was his adoration for Appetite that had brought him hence. What it was he knew not, but every time Appetite came upon him, he would become intoxicated with joy.

But enough for the why and wherefore of Prince Salivary Glands. He had been standing on the parapet for hours, fairly shaking at the sound of soup guzzling that continually reached his ears.

It was thus that Princess Effect found him. She smiled upon the youth and he at her.

Then trouble began within the soul of Prince Salivary Glands. His ears were dead to the sound of celery, as his eyes were blind to mince pie, and his nose immune to limburger cheese. He was as if dead in his stirrups.

And it also came to pass that Effect met Bile, Duke



Bile, the Duke of Gall

of Gall. Gall was a little province farther down the Alimentary Tract.

Bile went mad over her and no one could quiet him. He would not return to Gall where he was afraid of being stoned to death. Whither could he go? Catarrh had threatened that should he try to go to Duodenum when Catarrh was there, trouble would ensue. So Bile stayed in Stomach.

And Count Pancreatin from Pancreas was in no better plight, for the lady had smiled upon him also. After that one smile there simply was no more Pancreatin. He went back to Pancreas and mooned alone.

With all this melee, King Gastric did pass out on the fifth day and men feared he was done for. Prince Appetite got dynastic shivers, mounted his chariot and fled.

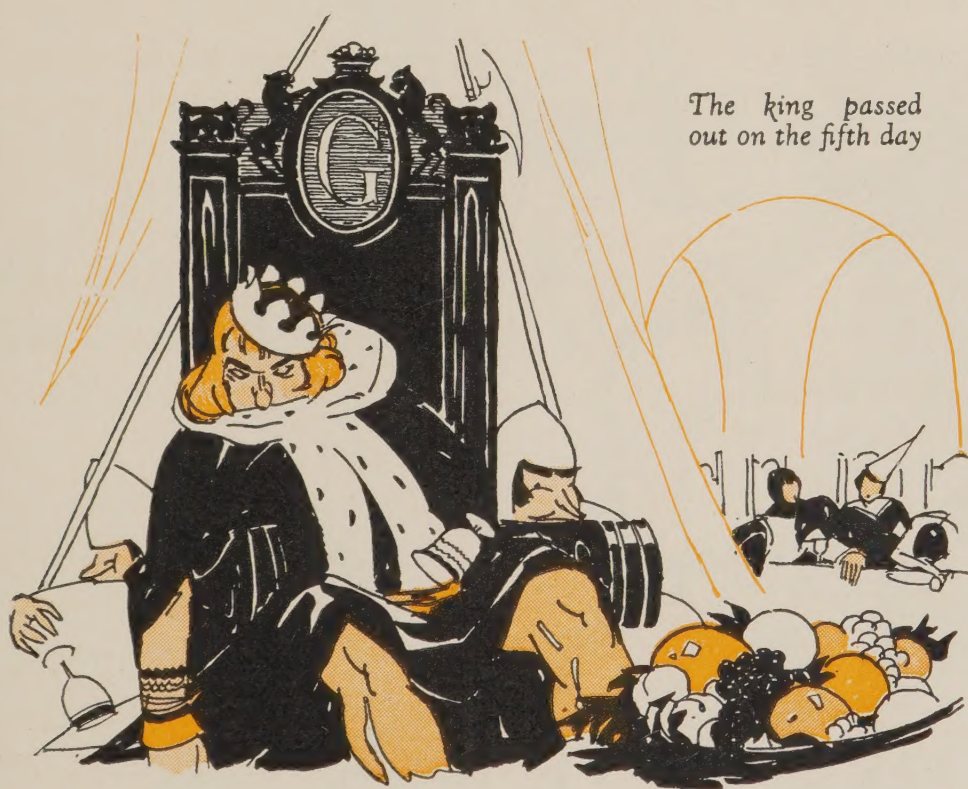
Wasn't that enough to make any man, king or otherwise, throw up in despair? A fine way to treat an already fatigued king.

However, King Gastric partially came to, and he was no mean orator in telling the world what he thought of its treatment of him. He sent a messenger to hand Prince Salivary Glands the bad news that Trouble was coming to overthrow the whole Kingdom of Digestion and to gain possession of the Alimentary Tract.

It was plainly up to the prince to cast aside evil spirits and to help fight the invaders.

The king dispatched the same word to Count Pancreatin, to the Duke of Gall and to other lesser provincial rulers, to march their army of enzymes, a few detachments of hormones and the great general, Hydrochloric, to help.

But, as before related, Prince Salivary Glands was like one dead in his stirrups. And the king fared no



The king passed out on the fifth day

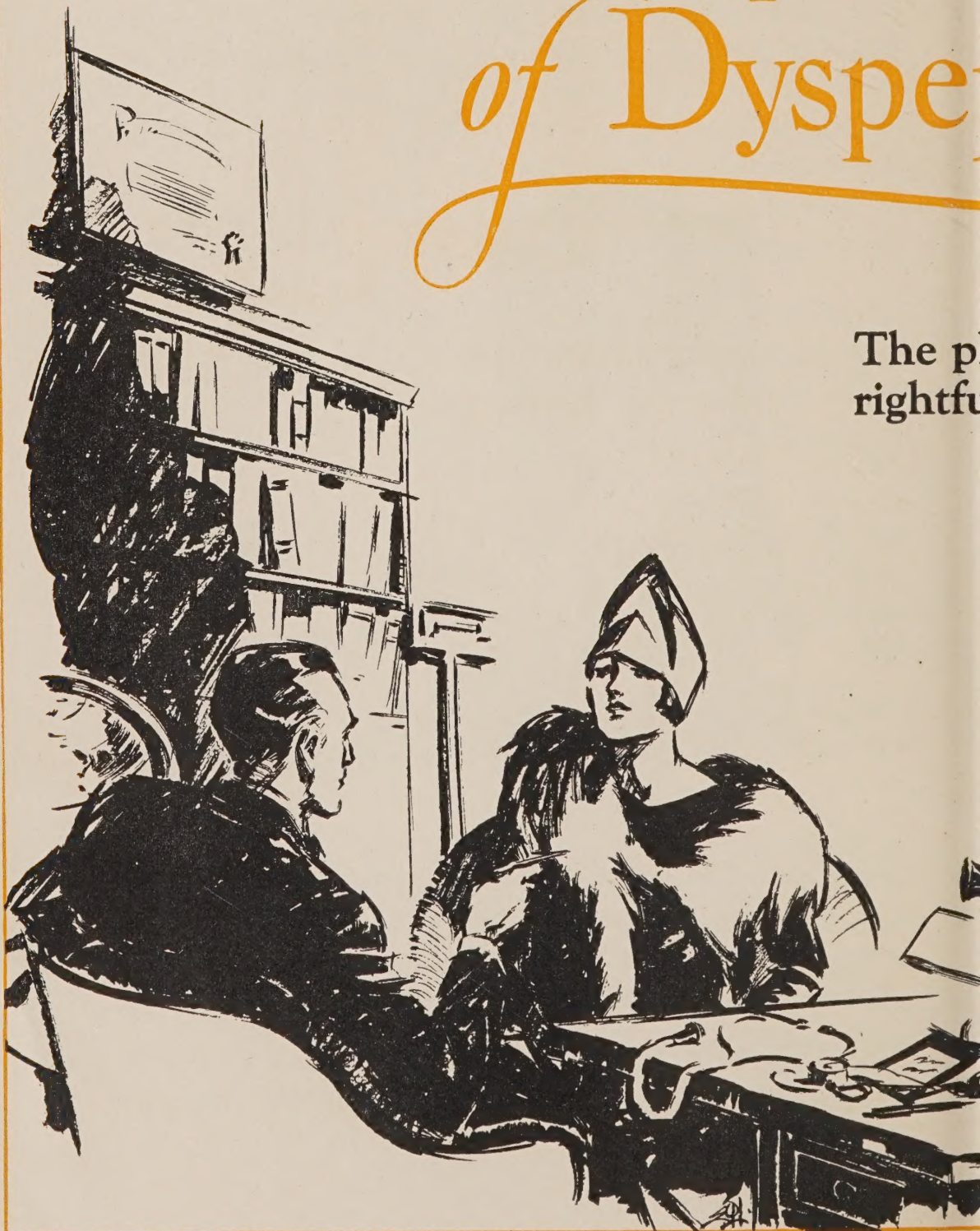
better in other quarters. Word came from Gall that, as a result of all the past carousing, there were not enough enzymes to make up even a scouting party. A fine bunch of soldiers had the king!

The king sent to Peptic for the famous gladiator Pepsin and his peptic enzymes, but Pepsin was

PEPTENZ

The Conqueror of Dyspepsia

The p
rightfu



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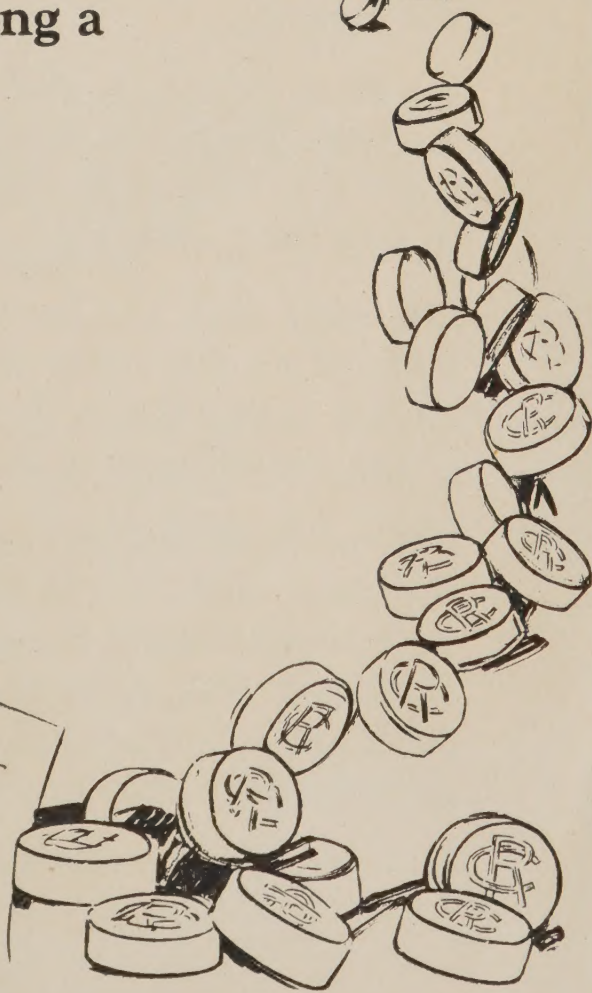
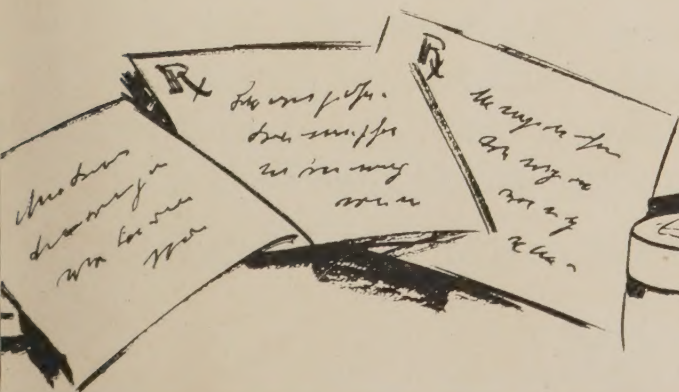
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Here are the pictures of the Peptenzyme Quartet. To secure *genuine* Peptenzyme, either in Tablet, Elixir, Granules or Powder form, they should be furnished in original containers.



an who can relieve dyspepsia
ains greater prestige among a
wider clientele

WH written in a lighter vein, this little
of Peptenzyme the Conqueror and his
in the Kingdom of Digestion, holds
interest to every physician. For, after
are few ills to which human flesh is
have greater prevalence than dyspepsia.
zyme is a time-tried glandular agent
reatment of digestive disorders. Its em-
t aids the physician in gaining greater
among an appreciative clientele.





*Taking his beauty sleep in the
garden of roses*

taking his beauty sleep in the garden of roses.

Word came also that Pancreatin refused to take his pancreatic enzymes to Duodenum for the same reason that Bile, Duke of Gall, would or could not go there.

A messenger had run the great distance from Intestine, the king's last hope. He told the king that the intestinal enzymes were most horribly disorganized and that the

Department of Internal Secretions was closed for the summer.

Intestine the Great and Intestine the Lesser, both sarcastically sent their compliments with the statement that they had insufficient forces with which to stay the invaders.

Ere many days had set their marks upon the stone calendar at the Altar of Tempo, the king threw himself bodily into a dungeon, refusing to act, and giving himself over to the workings of the gods.

But the hand of Fate, or Physician, was not to let the great walls of the kingdom crumble into dust without something being done. When the darkness of despair was upon the land and no man, king, noble or serf, saw light, a much talked of man providentially came into the land of Digestion.

Our hero was none other than the invincible

PEPTENZYME THE CONQUEROR—the good knight of whom the minstrels sang.

He landed at Oral Cavity in full regalia. He was not much to look upon, and certainly nothing of which to be afraid. He was a small sort of tablet and seemed absolutely harmless.

He had in his company, men of many sections, soldier enzymes from all corners of the glandular lands who went with him always to help set dumpish kings on their feet.



Everybody wondered where Peptenzyme would begin and what he would do to fight Trouble. But, there was none so wise as Peptenzyme. He knew how to fight without dipping the spear head to blood.

Straightway he betook himself to his task. He walked up to Prince Salivary Glands, and handed him an awe-inspiring oration. The prince was shamed and stimulated to action.

That being done, Peptenzyme went on to Stomach to consult with King Gastric, now aroused from his morbidity to action. Peptenzyme's dynamic personality won him full control of the situation. He proceeded with his operations to bring about harmony all through the Kingdom of Digestion.



The conqueror arrived in full regalia

Peptenzyme's enzymes were all good fighters, and he ordered them to all parts of Stomach to help King Gastric in his own provinces.

Some of Peptenzyme's soldiers were of the same race as Pepsin and they went forth and disturbed his post-meridian nap. They forced him into action in the name of Nitrogen.

Couriers of Peptenzyme hastened all over Stomach, from Esophagus to Duodenum, rousing the soldier

*Atonic went about
preaching tolerance*



enzymes. Atonic went about preaching tolerance and brought an end to many a threatened riot. Rennin and Invertase rallied to the standard.

Peptenzyme, in the meantime and in his own quiet way, had gone to Duodenum and routed Catarrh.

Then he hustled on to Pancreas where he left some enzymes to help Count Pancreatin. By this time, Pancreatin had cooled off and was willing to help King Gastric as long as Catarrh no longer threatened.

On and on went the great Peptenzyme, fighting, encouraging and stimulating all elements to activity.

When Peptenzyme arrived at Intestinal Glands, he reorganized the Department of Internal Secretions, calling back from their idleness the workers who had been on a holiday.

Finally, when he returned to Stomach, well nigh spent with his labours, Peptenzyme found matters well in hand. By this time more of his followers had come into the Kingdom of Digestion. Absent were



*Trouble had not crossed the bridges of
Bacteria*

all signs of Trouble. There were no creaking and rumbling chariots, and no clanging spears. Trouble had not crossed the bridge of Bacteria, or Disease.

All was well.

King Gastric was on his feet again, and so highly elated at the good turn of events that he suggested another feast of celebration. Conscience,

however, was not to be twice fooled. So he spake quietly and wisely to the king, counseling against further orgies.

"Fie!" said Conscience to the king. "It is far better that we remember Effect only and that she be not allowed to return. She that enjoys the festivities in her subtle way will gloat over a repetition."

"Better it is that we show our joy by the singing of songs than by the devouring of foods. Better it is that we give out the music than take in the poison."

King Gastric acquiesced! But, no sooner had the throngs gathered in the palace for the jubilee, than factional trouble began anew. Prince Salivary Glands wanted to sing bass, while Bile insisted that his was a tenor voice. The first chords all but dragged the organist from his bench. Such a noise! Certainly there would be no singing here.

Peptenzyme, mightily displeased with the discordant notes, pushed his way through the war-

bling mob. To each one he explained what part he should carry and how he should sing. He tuned up each voice. Then, with Peptenzyme leading, they tried it again.

The song echoed and re-echoed about the archways and alcoves of the court. Smiles crept over the faces of all the singers. Groups put their heads together and prolonged the sweet notes with gleeful enthusiasm.



*Conscience advised King
Gastric*

This, certainly, was harmony personified.

Even King Gastric smiled, and that was indeed a rare sight for his subjects to observe. Never, as long as the oldest native could remember, had he smiled like this.

"Leaders and soldiers of the Kingdom of Digestion," spake old King Gastric, "that is *some* singing and the throne does not mean perchance. With such harmony, we could fight Trouble or any other invader. What say you, Peptenzyme?"

"Your Majesty is right, yea, even perfect," replied the Conqueror. "You no longer need Peptenzyme and his helpers. We will now take our leave of your domain but shall gladly return should Your Majesty ever need help again."

"Let's all sing 'All Hail to PEPTENZYME THE CONQUEROR'," cried the king.

So they sang, and their voices blended so perfectly with the organ that all were lost in rapture.

Such was the coming of Glandular Harmony to the Kingdom of Digestion!

Such is the story of
PEPTENZYME THE CONQUEROR.



All Hail to PEPTENZYME THE CONQUEROR

PEPTENZYME

The Four-fold Action of Peptenzyme

Peptenzyme is a powerful digestant. It digests every form of protein food, converts starch, inverts sugar and emulsifies fats.

Peptenzyme is an activator of enzymes of lowered efficiency. It embodies the various substances that have the power to arouse the secreting cells to activity. One of its first effects is its pronounced activation of the various gland secretions.

Peptenzyme Elixir is a palatable vehicle, compatible with every pharmacopoeial drug. It effectually disguises distasteful drugs, and coincidentally, by its digestive properties, aids in the absorption of the remedial agent. The Elixir is neutral in reaction and contains absolutely no sugar.

Peptenzyme is a nutrient for enfeebled digestive gland cells and thus effectually restores their functional capacity. Through its content of substances, which in the living body produce reflex stimulation of the local blood supply, more nourishment is brought to the secreting gland cells. This is the reason for the permanent benefits that attend the use of Peptenzyme.

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